

# 5 A DAY ALIGNMENT FOR STATES/REGIONS/COMMUNITIES

## National Plan

### 5 A DAY PARTNERSHIP VISION 2004

We will have a comprehensive, coordinated national campaign infrastructure that increases fruit and vegetable consumption to 5 A Day for 75% of Americans by 2010



### OVERRIDING PRINCIPLES

To achieve our vision, our campaign must:

- Be embraced by multiple spheres of influence: individual, family, interpersonal, organizational, industrial, community, media, policy
- Include multiple levels of action — community, state, national — with multiple approaches: community, communications, industry, policy, environmental, economics
- Incorporate a 5-9 servings message



### PRIORITIES

- State/community programs
- Communications
- Environmental/policy change
- Research/evaluation
- Infrastructure/capacity-building



### STATE/REGIONAL/COMMUNITY GOAL

In collaboration with the national strategic plan develop a well-coordinated, well-integrated state and community infrastructure to significantly increase consumption of fruits and vegetables



### OBJECTIVES

1. Make the 5 A Day Program a cornerstone of chronic disease prevention and health promotion in states and communities
2. Enhance state and local 5 A Day effectiveness for promoting fruit and vegetable intake



## State/Region/Community Plans

### ASSESSMENT

*Where are we now?*

### MEASURABLE OBJECTIVES/STRATEGIES

*Where do we want to be?*

### STRATEGIES & ACTION STEPS/TIMELINES/RESPONSIBILITIES

*How are we going to get there together?*